



EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

ADVISORY BOARD MINUTES

REGULAR MEETING
Wednesday, June 4, 2014

The Emma S. Barrientos Mexican American Cultural Center Advisory Board convened in a regular meeting at 600 River Street, in Austin, Texas.

Board Members in Attendance:

Juan Oyervides, Chair
Veronica Forsyth, Member
Kathryn McMahon, Member
Anna Maciel, Member – Arrived at 5:53pm
Velia Sanchez-Ruiz, Member

Board Members Absent: 2

David Carroll, Co-Chair
Blanca Valencia, Member

Staff in Attendance:

Laura Esparza, HAND Manager
Herlinda Zamora, ESB-MACC Manager
Kelly Grajeda, ESB-MACC Administrative Assistant

1. Call to Order: Chair Oyervides called the Board Meeting to order at 5:43pm.

2. Approval of Minutes:

- a. Motion to approve the minutes from the Board meeting held on 5/7/14 by Member Sanchez-Ruiz with a second from Member Forsyth. The motion passed unanimously with the following amendments: to change Item 3(b) to read: “[Rivera] also said the MACC Board could not be a subcommittee of the Hispanic/Latino Quality of Life Commission”; to replace “southeast” with “southwest” in Item 5(a); and to change Item 11(a) to read: “The art teachers will select the artwork, and being part of the exhibition itself will be an award for the students”. (3.0) + Chair Oyervides, and Members Sanchez-Ruiz and Forsyth. Co-Chair Carroll and Member Valencia were absent, Member Maciel arrived after the vote, and Member McMahon abstained because she was not yet a Board Member at the 5/7/14 meeting.

3. Citizen Communication:

- a. Brenda Rubio spoke on behalf of Nuestro Grupo. After presenting at the 3/5/14 meeting, the group submitted a grant proposal to the Texas Education Grantmakers Advocacy Consortium and has been providing workshop training for twenty teachers. It will continue to develop the curriculum.
- b. Dan Arellano, President of the Battle of Medina Historical Society, announced that he is now lecturing on Tejano history at the Bob Bullock Texas State History Museum. He reminded the Board that the ESB-MACC has plenty of musical and artistic programming but very little historical.
- c. Chris Yanez, PARD Principal Planner, spoke on behalf of Ricardo Soliz, PARD Planning Division Manager, on the protections of dedicated parkland and the required processes for using parkland for non-parks purposes. Chair Oyervides responded that he wants more research done on the process of converting land to parkland. He also wants to know what the boundaries are of the ESB-MACC.
- d. Gilbert Rivera stated that it is essential to convert ESB-MACC land, as well as the 64 Rainey lot, to parkland in order to protect it. He believes the Rainey Street house should be placed on the 64 Rainey lot because the Board passed Recommendations specifically for that lot.

- e. Jane Rivera spoke on PARD Director Sara Hensley's concerns about moving the Rainey Street house to the southwest corner of Cummings Street and East Avenue. Hensley thinks the 64 Rainey lot is the best location, even if it requires moving the house two times to get there. Rivera agreed the house would fit well in front of the ESB-MACC.

4. Presentations:

- a. Angela Means, Financial Services Division Manager, presented the Department's budgetary needs, the majority of which had rolled over from the previous year. Because the budget was presented to Council with no new taxes for FY15, there were no enhancements in programs and service delivery. She also updated the Board on the status of the parking revenue funds - the ESB-MACC was able to receive the \$18k for the current fiscal year and will receive a projected \$40k for the next fiscal year.
 - i. Chair Oyervides asked Means what part of the budget applies to the ESB-MACC. Means responded that the Center is part of the Community Services Program and it has a \$1.3 million budget with 10 FTE's (the largest facility in terms of budget and staff in the Division).
 - ii. Chair Oyervides asked Herlinda Zamora if the Center is short-staffed, to which she responded yes, more weekend and evening staff is needed.
 - 1. Member Forsyth inquired about the processes the Board is able to go through to help gain more staff. Means responded that there are two ways: through a direct memo to City Council, and by laying out what their needs are for the next fiscal year in conjunction with the strategic plan to the Department in November.
 - 2. Chair Oyervides asked staff to send the Board a job description for the FTE they will be requesting.
 - iii. Member Forsyth asked if the ESB-MACC budget displays projected growth or if it is consistent with the previous year. Means responded that there is a 3% cost of living increase for employees, but the contractals and commodities are the same.
 - 1. Laura Esparza stated that the ESB-MACC was given an augmentation of \$145k for the Latino Arts Residency Program for FY2013. That amount will also carry over for the next fiscal year. They have remixed the budget and found \$45k to fund an afterschool program to begin October 4th. They will also rent a van as an offset of the \$40k of new parking lot revenue for the afterschool program. Staff would like to receive community input for the program throughout the next couple of months.
 - 2. Chair Oyervides requested a line item budget specifically for the ESB-MACC for Board review.
- b. Frank Rodriguez, Chair of the Hispanic/Latino Quality of Life Advisory Commission, presented a brief history of the formation of the HLQLAC as well as the budget recommendations the Commission is making in the Hispanic/Latino Quality of Life Report for FY2014, specifically those for the ESB-MACC. The Commission wants to support the MACC Board's recommendations, and he will return to update the Board on the Commission's recommendations.

BOARD ITEMS FOR DISCUSSION AND/OR ACTION

5. Request for Council Action on parking lot revenue. (Forsyth, Maciel)

- a. Laura Esparza reported that the request was signed, and the Budget Office determined that just one deduction detail form was needed to receive funds from the last fiscal year. No Council action is needed.
- b. Chair Oyervides asked where the \$18k was applied. Esparza responded that it was applied to the temporary employee fund, which is also what the \$40k will be applied to.

- 6. History of Auditorium risers purchase, installation, and safety concerns. (Sanchez-Ruiz, Carroll)**
 - a. Member Sanchez-Ruiz emphasized her concern about the safety and the space the risers take up in the Auditorium.
 - b. Member McMahon asked when the risers were installed. Laura Esparza gave a brief history of the risers. She stated that there are three available rows in front of the risers, and staff has been setting up additional rows of elderly/handicap seating on the floor. Staff is preparing to order railings for the risers in the morning, which will be bolted in the middle of the aisle. Battery operated lights and glow in the dark tape will also be installed.
 - i. Chair Oyervides recommended installing a white step at the bottom of the risers to delineate the risers from the floor. Esparza stated that they will also be installing hard step risers.
 - ii. Herlinda Zamora stated that ushers will also be staffed during events to help guide visitors up and down the risers.
- 7. Discussion and implementation of “ESB-MACC” signage on IH-35. (Oyervides, Carroll)**
 - a. Chair Oyervides reported that Nate Walker, Assistant for Representative Eddie Rodriguez, is currently working on an “ESB-MACC” sign for the highway.
- 8. Review of the annual Award of Excellence installation and program for recognition of cultural artists in the Latino cultural arts. (Oyervides, Sanchez-Ruiz)**
 - a. Herlinda Zamora stated that the honorees were extremely pleased, and the selection panel worked out very well to increase community involvement.
 - b. Chair Oyervides said he would have liked more volunteers and attendees. He suggested having a “Muestra Gastronómica” with participating restaurants. He liked the selection panel but said the panel should follow through with providing all the necessary materials because staff ended up doing a lot of the work.
 - i. Member Forsyth recommended establishing criteria and a scoring system to avoid bias.
 - ii. Member McMahon suggested nominations occur before the selection panel actually meets. She also suggested having incentives for ESB-MACC program participants to attend the ceremony.
 - c. Member Sanchez-Ruiz stated that information of each winner should be stored in the ESB-MACC library.
- 9. Establishment and implementation of a Festival del Rebozo. (Forsyth, Sanchez-Ruiz)**
 - a. Member Forsyth will share information about similar festivals in Guadalajara. She will also be meeting with Member Sanchez-Ruiz to start brainstorming for the event.
 - b. Member Maciel suggested the Board could work with the Saltillo City delegation.
 - c. Herlinda Zamora stated that it would be appropriate to tie the event to the annual Sor Juana event.
- 10. Update, planning, marketing, and implementation of 2014 Annual Holiday Children’s Art Exhibit. (Sanchez-Ruiz, Valencia)**
 - a. Member Sanchez-Ruiz reported that she and staff met with Kristen Marstaller, AISD Art Instruction Coordinator.
- 11. Working Group reports:**
 - a. 64 Rainey Street Working Group; Lead, David Carroll, will update the Board on meetings held regarding the 64 Rainey Street parcel.
 - i. No report.

- b. Identifying Alternative Funding Working Group; Lead, Juan Oyervides, will update the Board on meetings held regarding identification of alternative funding resources for the ESB-MACC future phases and programming and the City of Austin Rainey Street Historic District.
 - i. No report.
- c. ESB-MACC Marketing/Volunteers Working Group; Lead, Velia Sanchez-Ruiz, will update the Board on meetings held regarding improvement of marketing efforts and volunteers for the ESB-MACC.
 - i. Member Maciel reiterated the importance of including members of the community in events to increase the ESB-MACC's visibility.
 - 1. Member Forsyth stated that staff should look into increasing and improving social media involvement, specifically with a Facebook page.
 - 2. Laura Esparza explained the complexities of attaining a Facebook page but she will ask for a specific ESB-MACC page.
- d. 64 Rainey Street and ESB-MACC Master Plan Working Group; Lead, Blanca Valencia, will update the Board on meetings held regarding the incorporation of 64 Rainey Street into the ESB-MACC Master Plan.
 - i. Member McMahon has been added to the working group.
- e. Five Year Strategic Plan Working Group; Lead, Veronica Forsyth, will update the Board on meetings held regarding the development of an ESB-MACC strategic plan.
 - i. The working group will meet with staff after reviewing the added tasks to the plan.

12. Staff briefings:

- a. Herlinda Zamora briefed the Board on the upcoming Angelica Vargas and William Galvez performance, the June 27th exhibit opening, the marketing timeline for the 2014 annual children's art exhibit, and edits to the exhibit application to include outdoor spaces.
 - i. Member Sanchez-Ruiz requested statistics on program participants.
 - ii. Chair Oyervides also asked for an updated programming presentation.
- b. Laura Esparza provided a summary of the current CIP fund balance. The fund has increased a bit because they have collected balances on all of the past bonds. She will ask Lyn Estabrook for a written status report for the overflow parking lot and Award of Excellence bids to e-mail to the Board.

13. Adjournment: Chair Oyervides adjourned the meeting at 9:02pm with a motion from Member Forsyth and a second from Member Sanchez-Ruiz without objection (5.0). + Chair Oyervides and Members Sanchez-Ruiz, Forsyth, Maciel, and McMahon.